From:	Papandreou, Timothy
To:	Maguire, Tom
Subject:	Office of Innovation overview at ET team tomorrow
Date:	Sunday, January 03, 2016 8:54:59 PM
Attachments:	Office of Innovation Overview Jan 2016.pptx

Hi Tom,
Happy New Year!
I wanted to give you my key messages that I want to convey tomorrow so we are both firing from all cylinders.

Please let me know if there is anything you want to leave out for now.

I've attached the PPT to go with the key points -it takes about 10 mins.

The Office of Innovation is a collaborative partnership with this team and external partners and providers

- Focus is on future proofing the agency through external relationships with city partners, agencies and mobility providers/innovators to integrate and optimize the public and private transportation system.
- Partnerships with academia and environmental/equity groups to dive deeper on some evaluation of system performance, travel behavior change.
- We will all learn together about what works what does't and what policies need to updated or formalized.
- KPIs that the office cares about are mode split, car ownership, single occupant vehicle trips, fatalities
- Office is point of contact for all mobility providers, technology companies in the mobility space eg: Google, Tesla, Waze, Uber Lyft etc.

2016 Core focus is on Transportation as a Platform:

- Create working group of providers/innovators/city team lead by SFMTA to reinforce its role as manager and leader in transportation for the city/region.
- Convener for mobility companies to come closer into city goals eg: safety accessibility etc as explicit outcomes of the mobility system

Policy platform will incorporate four areas:

1. Customers: Going to learn more about why people drive, what motivates them to try different option, how to shift their behaviors with green choices.
2. Providers: Work with providers to bring them in closer to the city goals equity accessibility etc.
3. Integrating Technology: Work with City Innovate lab to pilot Mobility as a service- integrate route, book and pay and unlock in one app. Behavior nudges you toward the greenest choice. Connected and Automated Vehicles: Preparing the city for the changes in travel and infrastructure that the CAV will bring in to the city. Physical, social, labor impacts that we need to get ahead of now. Work with them to guide outcome we want in cities.
4. Street Space: Utilize our ROW for the most people. Work with providers, partners on identifying pilots/partnerships and about what their needs are to better manage curb space at key hubs, and grow and scale across all neighborhoods.

- Immediate opportunities for Platform include:
- • Start-up In Residence: Tim & Jay Nath to identify SFMTA areas of need due Jan
- • Smart City Grant: up to $40m USDOT due Feb 2016 SFMTA+partners
- • City Innovate Lab: Mobility as a Service pilot framing in Jan

- • Requests for Information: Tim & Gillian Gillette to identify key “problem statements”. Outcome of Just Transit SF process.

Key asks of the ET team:

- Support this agencywide effort.
- Support staff if determined they are key to participate in potential data request, pilots, partnerships, evaluations. This includes draft policies, funding agreements or grants.
- Help socialize this at your next quarterly staff meeting.
- Encourage staff to participate in upcoming workshops for ideas and innovation suggestions on the platform.
- Encourage staff to create internal innovation ideas as part of new strategic plan update.
- Update strategic plan and core communications to reflect proactive focus through new paradigm.
- Openness for some incorporation of new ideas and processes and potential disruption inside agency.
- Trust that the Office (lead by me) is going to ensure that the overall well being of the city comes first.
- Please include me or keep me informed when thinking about or engaging new partnership ideas that include external partners and impact those key performance indicators eg: mobile ticketing, data sharing etc.

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